

Toolkit for Building a Good Walk-Good Talk StoryMap

Objective:

The purpose of this activity is to demonstrate the tools available to build digital StoryMaps, with the goal of connecting people and places.

Background:

Good Talk: A Memoir in Conversation is a work of graphic non-fiction written by Mira Jacob. I first learned about her book prior to a presentation that she gave at Drew University in Mead Hall. After listening to her story, I became increasingly involved in anti-racism initiatives in my own community. At several community meetings, the idea of walking tours was frequently lifted up as a way to engage in healthy, physical activity, and as a way to reconnect with place, history, and neighbors: a pathway for restorative justice work to begin.

This toolkit is designed to illustrate the process for building a *Good Walk-Good Talk* map, which invites map navigators to learn more about the past and present of the world around us through everyday places and people we may see and meet.

Learning outcomes:

At the end of this toolkit exercise, participants in this activity will be able to

- Describe how history and landscape relate to everyday places and people we encounter.
- Identify resources for building digital maps.
- Find photographic, videographic, and text-based archival materials to enrich digital storytelling.
- Share place-based stories with others.

Required experience and materials:

This exercise is suitable for high school students and adults. Access to a computer is necessary. However, it is also possible to use the steps provided here to build printable or handmade materials that can connect to wider audiences or younger readers. Though one person can conceivably construct a Good Walk-Good Talk map, it is preferable to work collaboratively, with two or more people to share the experience.

Time required:

Developing a Good Walk-Good Talk StoryMap can take a few hours to a few months, depending on interest, research level and number of participants and community members involved.

Where are we going and how do we get there?

Here is a link to a website that contains an example of a Good Walk-Good Talk StoryMap: <https://arcq.is/1e0r4y>. This toolkit will describe the steps and materials that you will need to create your own StoryMap.

Getting started:

- ★ *Find people interested in working together:* working in collaboration has so many benefits, such as the chance to build, share and exchange ideas, and to get feedback on the effectiveness of maps, photos and text in communicating information.
- ★ *Identify places that you would like to learn more about:* a long StoryMap or walking tour can feel overwhelming, but it's possible to start small and then build and add additional material later. Think about 3-4 places where people could walk and consider the world around them from a new perspective that you help to curate. Imagine physically walking to those places, and the information that you might share with someone, if you were guiding them on a tour.
- ★ *Consider topics that you would like to examine:* in addition to thinking about place, it can also be helpful to think about themes. I began this project interested in learning more about the history of slavery and the role of prejudice in my community's past and present. This became a theme for a map that I worked to develop. Here might be some other themes that might be interesting to explore:

- Art walk
- Music walk
- Bird song
- Legacy trees, native plants
- Statues, buildings, architecture
- Sports
- Food
- Historical markers
- Where water flows
- Public health
- Ghost stories
- What else might you like to share?

Research:

Once you identify the places and themes that you would like to explore on your guided walking tour, it's helpful to gather materials that you can use to talk more about places and people along the tour. StoryMaps can display and link to many types of digital information, and are very much enriched by visual or audio content including: photos, videos, audio files, and archival documents.

It may be possible that you have all the materials that you already need for your StoryMap: a collection of photos, videos, audio files or documents that you wish to use. However, if you are interested in identifying information and learning more about places in the process, there are several wonderful sources for your research. In this example, I draw heavily from Drew University's library and its archives. I also use the Internet Archive and Drew's specific Drew University Participatory Archive. Many libraries and librarians will have historical and present day documents about the places where they are located. In the US, the Library of Congress is an excellent resource, with many digitized materials. Some towns and cities also have historical societies, which are wonderful sources of information. Also, I would encourage you not to shy away from printed material. It's possible to scan or take a photograph of printed material, which you can then share with others through your StoryMap.

To start, think about identifying at least one image or audio file for each map location.

Drew and Madison Area Links

Drew University Library: <http://www.drew.edu/library/>
 Drew University Archives: <http://www.drew.edu/library/scua/>
 Drew University Participatory Archives: <https://duparchive.org/>
 Madison, New Jersey Historical Society: <http://www.madisonnjhistoricalsociety.org/>

Other Links

The easiest way to include photos is to have them stored on your computer, ready to upload onto your StoryMap. Other content is best shared through links to websites.

Becoming aware of ethical use and reuse of materials: I encourage map-makers to explore publicly hosted content from libraries and archives. Though a great deal of materials today are hosted by means of social media, it is difficult to discern from these sources if the authors have received or give their permission to use the digital materials that are shared. Libraries, historical documents and archives are wonderful sources to use that are safer bets for ethical use and reuse of materials.

Getting Acquainted with ESRI StoryMap:

ESRI is a commercial entity that develops software, published materials, and services that relate to digital mapping. The company also hosts a website where people can use their software online for free. Northwestern University's Knight Lab also provides online software for making a story map. Both software are useful. This document describes steps to create an ESRI StoryMap.

To begin, navigate to the ESRI StoryMap webpage: <https://storymaps.arcgis.com/>.

To use the software, you will need to register for an account. Click "Sign in" and if you have no account, click "Create a public account." You will need to enter your email address and create a password for your account. You will also need to verify your email address.

Starting a new StoryMap: once logged in, there are several templates to choose from when creating a new StoryMap. By placing your mouse over the different options, you will get a sense of the layout and design of the StoryMap. In my example, I will be using the **guided map tour**.

Once you choose a template you will be able to edit titles, subtitles, authors, and other aspects of the StoryMap. There is an option to click on a + button, which will also allow you to add text, images and videos.

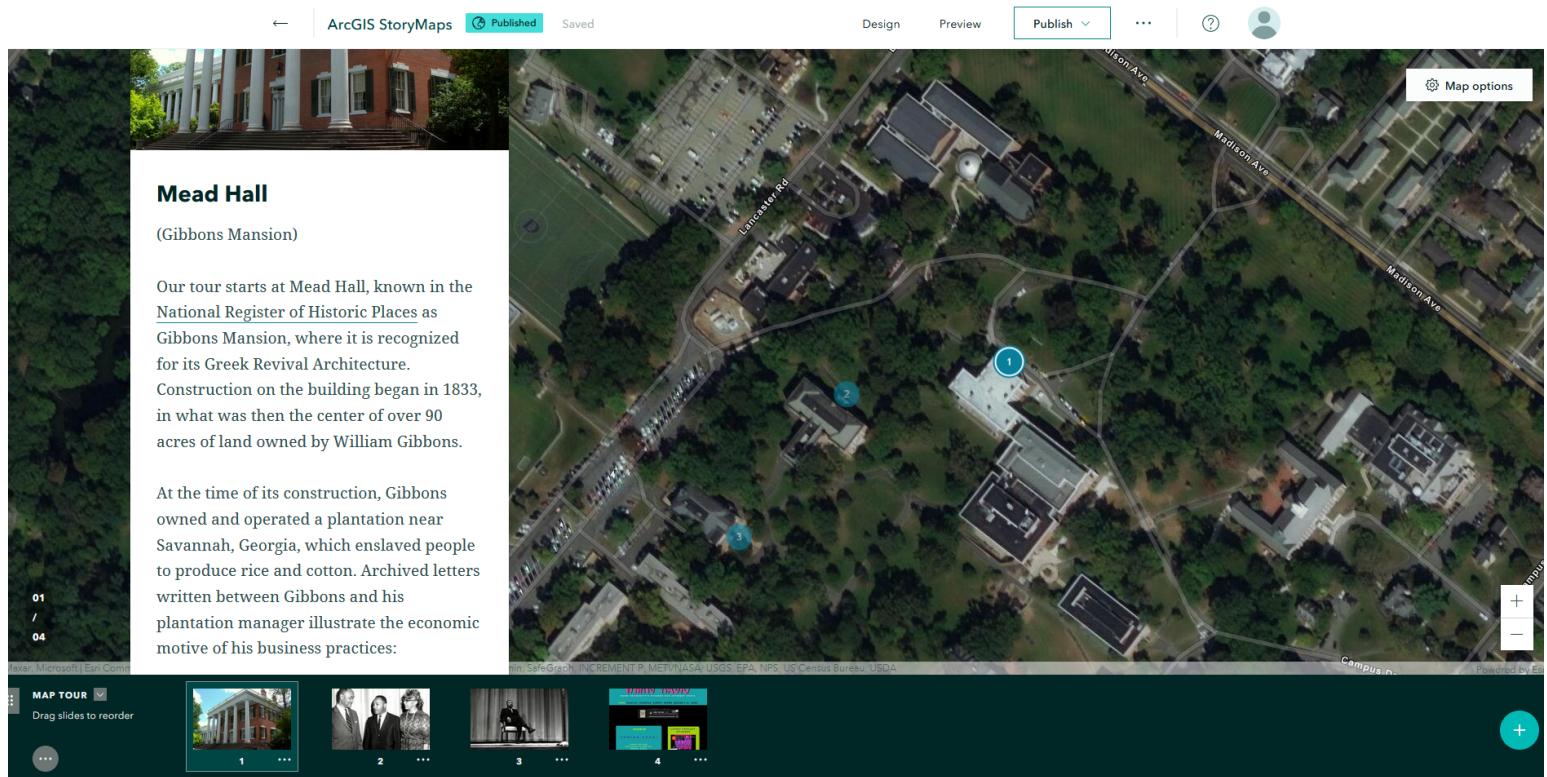
The screenshot shows the ArcGIS StoryMaps interface. At the top, there is a navigation bar with icons for back, forward, and search, followed by the text 'ArcGIS StoryMaps Draft Saved'. To the right of the navigation bar are buttons for 'Design', 'Preview', 'Publish', and a user profile icon. Below the navigation bar is a large 'Add cover image or video' button. The main content area features a world map with various locations labeled, such as Canada, United States, Mexico, Venezuela, Colombia, Brazil, Argentina, Chile, Peru, Bolivia, Ecuador, Uruguay, Paraguay, Australia, New Zealand, South Africa, and many countries in Europe and Asia. A specific location in North America is highlighted with a callout bubble containing the number '1'. Below the map, the title 'Good Walk - Good Talk' is displayed in a large, bold, dark green font. Underneath the title is the subtitle 'Exploring race and place at Drew University'. Below the subtitle is the author information 'Lisa Jordan | Draft'. At the bottom left of the map area is another 'Add image or video' button.

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You will get a sense from the template why the preparation steps are so important. If you know the locations, images, texts or videos that you want to share, then it is a matter of assembling the components on the StoryMap. It is worth also noting that you can choose the map option button to change to colors and design of the underlying map that is shown.

Adding Content: Images and videos may be uploaded or linked. Text can also be selected and options to change font to Bold, Italics or linked appear. Click the link to paste a website and press return. The text will then become an active link that will allow readers to connect to other materials.

While editing a map tour, it is possible to add additional locations and materials by using the plus button in the bottom right corner of the screen.



Click the add location button to drop a pin, which can be used to navigate to new areas on the map. Visuals and text that you will be linked to the new place.

Sharing your work with others:

Once your edits are complete. Click the publish button at the top of the screen and choose to make your work public. In the upper right corner you can click the link button to copy the StoryMap website to your computer's clipboard. Then, you can paste the website into an email or onto a website to share your work with others.



Good Walk - Good Talk

Exploring race and place at Drew University

Lisa Jordan | March 30, 2021

Good walk - Good talk takes a short trip around four close campus building to help start a conversation about race and place on our campus.



Here's the first Good Walk - Good Talk example:

<https://arcg.is/1e0r4y>

ESRI StoryMaps should be suitable for viewing on a computer or mobile device.

I wish you much luck in mapping, walking and talking with friends, neighbors and co-workers. If you have any suggestions for changes to this instructional document, my good walk - good talk example, or if you would like to share your StoryMap example, please send me an email. Lisa Jordan - ljordan@drew.edu

About the Author:

Hello, I'm Lisa Jordan. I direct the Spatial Data Center at Drew University in Madison, New Jersey, where I've been since 2011. I am a geographer, and I have worked as a GIS instructor for over 15 years. My research is primarily in environmental justice, GIS and public health, but I love to spend time with my friends and neighbors to work on housing justice, anti-racism, and peace action. Please feel free to reach out to me if you have any StoryMapping questions.